

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)
Kevin N. Quiring) Group Art Unit: 3623
Application No.: 10/811,367) Examiner: Brandi P. Parker
Filed: March 26, 2004)
For: ENHANCING INSIGHT-DRIVEN) Confirmation No.: 2811
CUSTOMER INTERACTIONS)
WITH AN OPTIMIZING ENGINE)

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

REPLY TO OFFICE ACTION AND INTERVIEW SUMMARY

In reply to the Office Action mailed July 21, 2008, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims in this paper.

An Interview Summary follows the amendment sections of this paper.

Remarks/Arguments follow the interview summary section of this paper.